

**IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS: Roberto Licon et al.  
SERIAL NO.: 10/798,709  
FILING DATE: March 10, 2004  
TITLE: System And Method For Selecting Content For Displaying Over  
The Internet Based Upon Some User Input  
EXAMINER: Paul Kim  
GROUP ART UNIT: 2161  
ATTY. DKT. NO.: 24207-10451

MAIL STOP AMENDMENT  
COMMISSIONER FOR PATENTS  
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**AMENDMENT B AND RESPONSE UNDER 37 CFR § 1.114**

Sir:

This amendment for the patent application identified above is in response to the Final Office Action dated March 16, 2007, which set a shortened statutory period for response that expires on June 16, 2007.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

Kindly amend this application as indicated herein.